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ABSTRACT

A rating scale from the National Association for Industry-Education Cooperation is presented for evaluating instructional materials developed by industry. The rating scale is divided into the following categories: (1) objectives; (2) ability range; (3) content; (4) utilization characteristics; (5) presentation of materials; and (6) evaluation. (DC)

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A GUIDE FOR EVALUATING INDUSTRY-SPONSORED EDUCATIONAL MATERIALS

INTRODUCTION

For some time, industry, trade associations and non-profit organizations have been producing supplementary materials for use in our nation's schools. Properly planned, sponsored educational resources serve a valuable role and are particularly effective in giving information to students in an area where the sponsoring organization has achieved a high degree of specialization. When appropriately designed, sponsored resources can be used to motivate students and direct their energies into productive channels of growth.

This guide is an effort by the National Association for Industry-Education Cooperation (NAIEC) to present teachers with an instrument for evaluating sponsored education resources. These supplemental materials may take the form of teacher guides, filmstrips, games actually designed for the classroom or pamphlets, reprinted articles, annual reports which may provide valuable background information but are not developed specifically for the teacher's use. We suggest this guide is more effective with the former.

If, after completing your evaluation of those items designed for the classroom, you have no further use for the instrument, the sponsoring organization providing the item would appreciate your evaluation with any comments you might have for guidance in the development of future materials. Hopefully this will foster closer industry-education cooperation.

NAIEC was established in 1964 as a means of mobilizing the resources of education and industry to improve the relevance and quality of educational programs at all levels. The organization grew out of the Business-Industry Section of the National Science Teachers Association organized in the late '40s.

The Association appreciates the cooperation of participating members particularly those on the Teacher-Student Materials Committee and Drs. Charles R. DuVall and Wayne Krepel of Indiana University at South Bend who gave invaluable guidance to the project.

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NAIEC
National Association for Industry-Education Cooperation

A GUIDE FOR EVALUATING INDUSTRY-SPONSORED EDUCATIONAL MATERIALS

Title of material _____ Date produced, if available _____

Sponsor (name of organization) _____

Type of material: Audio _____ AudioVisual _____ Printed _____ Other _____

Type of instruction suitable for this material: Individual _____ Group _____

This evaluation is based on usage in _____ (grade level).

Evaluator _____ Date _____

Subject area/School _____

Address _____

_____

Instructions for use:

Use the following scale for evaluating the material as it relates to your situation. Each of the descriptive statements is followed by a scale of (1), (2), (3), (4), (5). Indicate your assessment of the material by circling the appropriate number in the scale:

(1) Definitely yes
(2) Yes
(3) No
(4) Definitely no
(5) Material cannot be evaluated on this concept

OBJECTIVES	**Scale**
Identified outcomes may be obtained through use of the material.	1 2 3 4 5
The materials are representative of the curriculum involved; that is, they help further the objectives of the curriculum.	1 2 3 4 5
ABILITY RANGE	
The materials provide for the range of abilities and aptitudes of all pupils.	1 2 3 4 5
CONTENT	
The material is contemporary.	1 2 3 4 5
The material is controversial.	1 2 3 4 5
The material presents alternative views.	1 2 3 4 5

CONTENT (Continued)	Scale
The material does not present a bias for a product, organization, or social cause.	1 2 3 4 5
The material does present a bias for a product, organization, or social cause.	1 2 3 4 5
If such a bias exists, it does invalidate the material for my purposes.	1 2 3 4 5
The nature and scope of the material content is adequate to meet curriculum objectives.	1 2 3 4 5
The material is supplementary to the curriculum.	1 2 3 4 5
The material offers opportunity for integration of the subject within the existing curriculum.	1 2 3 4 5
The material correlates with a specific discipline area.	1 2 3 4 5
The material introduces experiences that would not otherwise be available in the classroom.	1 2 3 4 5
The material suggests other resources, supplementary and/or instructional.	1 2 3 4 5
UTILIZATION CHARACTERISTICS	
The anticipated time utilization is commensurate with anticipated value of outcome.	1 2 3 4 5
The material demands special conditions for use.	1 2 3 4 5
The material is appropriate for student's reading level.	1 2 3 4 5
The material is appropriate for student's interest level.	1 2 3 4 5
The material is attractive to students.	1 2 3 4 5
The material provides motivation for students.	1 2 3 4 5
PRESENTATION OF MATERIALS	
Provisions are made for evaluating the material as it is used within the educational program.	1 2 3 4 5
Instructional procedures are outlined.	1 2 3 4 5
The style of the presentation is likely to lead students toward accomplishing basic goals.	1 2 3 4 5
Sample student activities and questions are included.	1 2 3 4 5
The instructions to teachers are clearly stated.	1 2 3 4 5
The intended use is easily understood.	1 2 3 4 5
The production quality of the materials is acceptable.	1 2 3 4 5
EVALUATION	
The material provides for feedback to the user.	1 2 3 4 5
The material provides for self-evaluation.	1 2 3 4 5